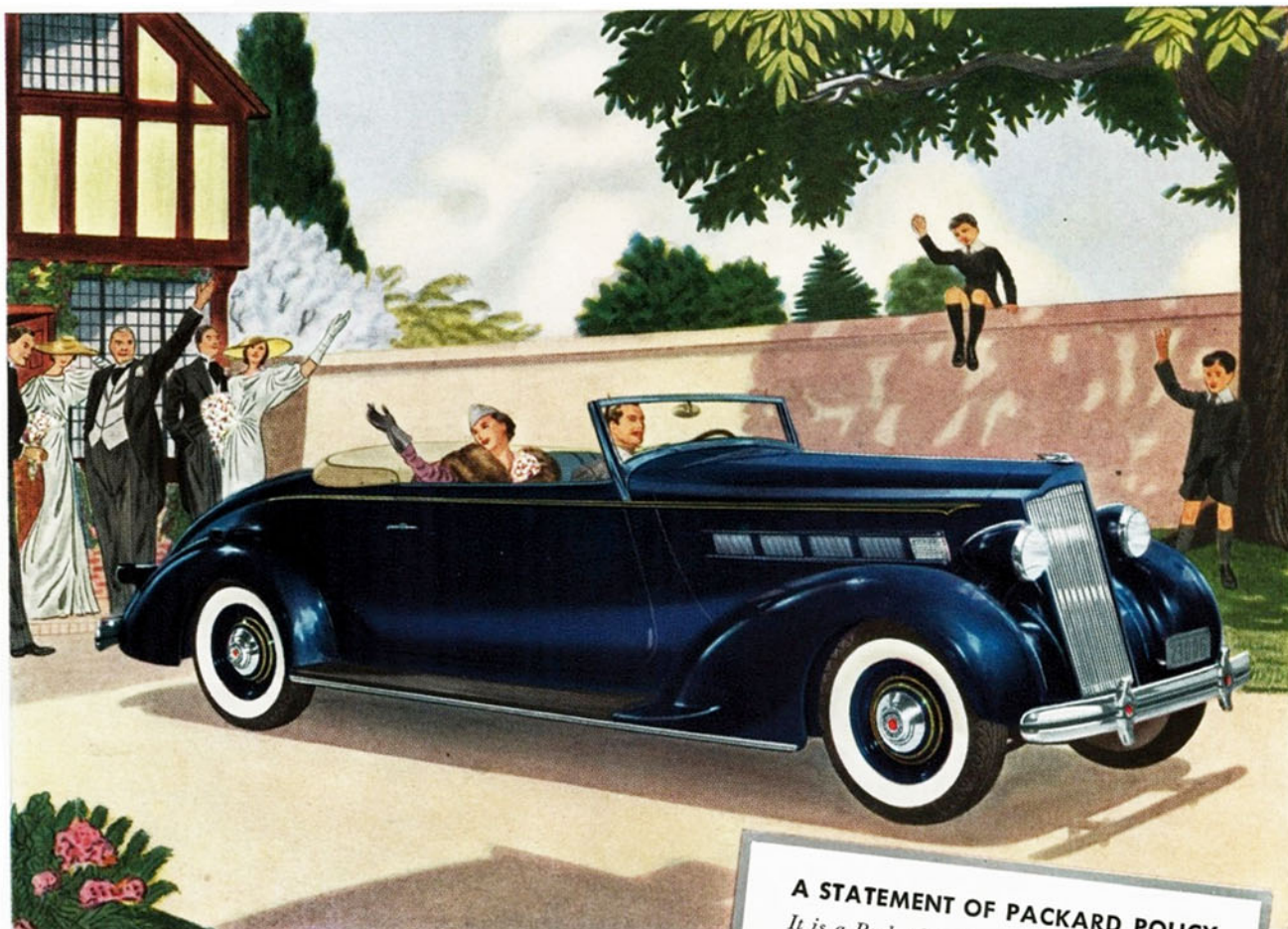


What happens after the honeymoon?



1936 Packard 120 Convertible Coupe, one of seven attractive body styles

THE first few thousand miles an owner spends with his new car is usually one long honeymoon.

The stern realities of life—in motoring as in marriage—come after the honeymoon is over. It is then that an owner faces the question: "How much is it going to cost to support my car?"

And it is then that the owner of a Packard 120 experiences a pleasant surprise. For he discovers that he is driving what is perhaps the most service-free car in America.

The Packard 120 has been deliberately built to reduce the need for service *below anything you have*

ever experienced.

This is possible because of the long background of fine-car experience that lies behind the car, the finer materials that are in it . . . and the precision methods by which it is made.

If you will *match Packard 120 against the field*, we believe the comparison will be to the advantage of Packard in actual operating cost.

Match Packard 120 against the field—in performance, in riding comfort, in prestige, or in any other point you care to name—and we believe you will decide

A STATEMENT OF PACKARD POLICY

It is a Packard policy that service costs on the Packard 120 shall be no higher than on other cars in its price class. Your Packard dealer can show you that labor charges and parts prices on the 1936 Packard 120 actually average less than on five of the most popular cars in its price class.

ASK THE MAN WHO OWNS ONE

that this is the car you will be happiest with through the years you drive it. It is a fine car that *stays* a fine car.

Visit a Packard showroom. Get the facts on how easy the Packard 120 is to buy and own. Your old car, if it is of average value, should cover the down payment. And Packard's 6% Payment-out-of-Income Plan is both attractive and economical.

BEFORE YOU BUY FROM HABIT OR HEARSAY

— match Packard 120 against the field! \$990 to \$1115

AT FACTORY-STANDARD ACCESSORY GROUP EXTRA